

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 ANNUAL FINANCIAL REPORT

(California Government Code Section 12588)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

The Heritage Company, Inc.
2402 Wildwood Avenue, Suite 500
Sherwood, AR 72120

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Name and Address of Charitable Organization:

CT No. 118141 F.E.I.N. No. 30-0114385

84th Promenade Nationale, Inc.

Name of Charity
P.O. Box 390624

Address of Charity
Omaha, NE 68139

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☒

Telemarketing held (on) (from) 9/30/02, 20 to 10/1/03, 20
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)
If other, provide brief explanation Client receives 414,000 + printed programs

Fee ☐ Percentage ☐
Other ☒

1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. _____
b. _____
c. _____
d. _____

A.
B.
C.
D.
E.

Fa.
Fb.
Fc.
Fd.

G. TOTAL REVENUE

\$17,387.00 G.

2. EXPENSES

See attached itemization

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. _____
b. _____
c. _____
d. _____

A.
B.
C.
D.
E.
F.
G.
H.
I.
J.
K.
L.

Ma.
Mb.
Mc.
Md.

N. TOTAL EXPENSES

\$16,247.95 N.

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**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES
2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12500)

Page 2

3. Amount to Charity (subtract line 2N from line 1G) \$2,650.31 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$2,650.31 6.
7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?
☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Glenda Keenihan Secretary/Treasurer 11/12/03
 Signature of authorized officer (Commercial Fund-raiser) Printed Name Title Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

JAMES J RUSH President 10-13-03
 Signature of authorized officer/director (Charity) Printed Name Title Date

Robert E. Estep In Officer 11/17/03
 Signature of authorized officer/director (Charity) Printed Name Title Date

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CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

84TH PROMENADE NATIONALE, INC. - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 09/30/02 through 10/01/03

GROSS REVENUE	<u>17,387.00</u>		
EXPENSES			
SALARIES, WAGES, COMMISSIONS	<u>5,917.10</u>		
PROMOTIONAL FEES	<u>797.15</u>		
POSTAGE	<u>321.00</u>		
TELEPHONE	<u>4,392.35</u>		
RENT	<u>1,690.60</u>		
SUPPLIES	<u>181.90</u>		
LICENSES, PERMITS	<u>299.60</u>		
ADVERTISING	<u>374.50</u>		
ACCOUNTING/DATA PROCESSING	<u>2,107.90</u>		
LIST PREPARATION	<u>165.85</u>		
OTHER:			
TOTAL EXPENSES	<u>16,247.95</u>	93.45%	
Net Proceeds	<u>1,139.05</u>	6.55%	
Amount Retained by Charitable Organization or Sponsor	<u>2,650.31</u>	15.24%	
Percentage of Funds Received by Charitable Organization or Sponsor	<u>15.24%</u>		
<i>(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)</i>			
Net Income/Loss (-) to THC	<u>-1,511.26</u>	-8.69%	
<i>(pending ongoing collections & reconciliations)</i>			

11/11/2003

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